

# where<sup>2.0</sup><sup>™</sup>

CONFERENCE



“Where 2.0 is THE event for location based services and with the evolution of Maps, the perfect place to talk about what’s new and exciting.”

—Nokia Conversations

The sixth annual O’Reilly Where 2.0 Conference, taking place March 30 – April 1, 2010 delves into important emerging technologies surrounding the geospatial industry, exploring the boundaries and implications of our new location-enabled lives. Developers, technologists, CTOs, researchers, geographers, academics, business developers, and entrepreneurs come together to discuss what’s viable now and what’s lurking just below the radar. From reality mining to augmented reality, government applications to crowdsourcing, immersive imagery to mobile and beyond, Where 2.0 charts current opportunities and future possibilities for creating value in the location space.

**Expected attendance:** 700+

**Two Day Exhibit Hall:** March 31–April 1, 2010

#### Selected past speakers include:

- Dan Gillmor, *Walter Cronkite School of Journalism at ASU*
- Martin May, *Brightkite*
- Jack Dangermond, *ESRI*
- Aaron Cope, *Flickr*
- Dennis Crowley, *foursquare*
- Steve Lee, *Google, Inc.*
- Rebecca Moore, *Google, Inc.*
- Lior Ron, *Google, Inc.*
- Alex Oliver, *Igloo Studios*
- Andrew Turner, *FortiusOne*
- Eric Horvitz, *Microsoft Research*
- Sandy Pentland, *MIT/Sense Networks*
- Michael Halbherr, *Nokia*
- Greg Skibiski, *Sense Networks*
- Danny Sullivan, *Search Engine Land*
- Michal Migurski, *Stamen Design*

#### Selected past sponsors and exhibitors include:

- ESRI
- Google, Inc.
- Nokia
- Yahoo! Developer Network
- AND
- earthmine
- First American Spatial Solutions
- NAVTEQ
- Waze
- NAVTEQ Network for Developers
- EveryScape
- MapQuest
- OpenStreetMap
- OSGeo
- sidefeed
- LBx Journal

Where 2.0 2010  
March 30-April 1, 2010  
Marriott Hotel  
San Jose, CA

For more information,  
contact Yvonne Romaine  
at 707-827-7198 or  
yromaine@oreilly.com

## Sponsorship Packages

The Where 2.0 Conference sponsorship packages are designed to give you maximum exposure to a sophisticated technical audience in an intimate setting. Please contact Yvonne Romaine for additional information at (707) 827-7198, or via email: [yromaine@oreilly.com](mailto:yromaine@oreilly.com).

### Diamond Sponsorship (limit 2)

- 10-minute Plenary Keynote (speaker will also be issued a full conference pass, pending approval by program chair)
- 75-minute workshop (speaker will also be issued a full conference pass)
- Recognition by Program Chair, Brady Forrest
- Exhibit Hall Booth in premium location
- 10 Conference sessions passes (tutorials not included; plus up to four booth staff passes will be provided)
- Two-page, full color ad in Where 2.0 Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Email banner opportunity (subject to deadline): Your 234 x 60 static web banner will appear in one Where 2.0 email blast
- Sponsor logo included on HTML marketing email blasts (subject to deadline)
- Company name, logo, 100-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the Where 2.0 website, in onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- First chance to sponsor attendee bag (additional investment required, subject to deadline)
- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Opportunity to host private reception (additional investment plus sponsor responsible for costs)
- Attendee bag insert (subject to deadline)

### Gold Sponsorship

- Exhibit Hall Booth
- 6 Conference sessions passes (tutorials not included; plus up to four booth staff passes will be provided)
- Half-page, full color ad in the Where 2.0 Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Company name, logo, 50-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the Where 2.0 website, in onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Attendee bag insert (subject to deadline)

### Platinum Sponsorship (limit 4)

- 5-minute Plenary Keynote (pending approval by program chair)
- Exhibit Hall Booth in premium location
- 8 Conference sessions passes (tutorials not included, speaker will also be issued a full conference pass, plus up to four booth staff passes will be provided)
- One-page, full color ad in Where 2.0 Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Sponsor logo included on HTML marketing email blasts (subject to deadline)
- Company name, logo, 75-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the Where 2.0 website, in onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Attendee bag insert (subject to deadline)

### Silver Sponsorship

- Exhibit Hall Booth
- 4 Conference sessions passes (tutorials not included; plus up to four booth staff passes will be provided)
- Half-page, full color ad in the Where 2.0 Event Guide (subject to deadline)
- Company name, logo, 50-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the Where 2.0 website, in onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)

### Custom packages and additional sponsorship opportunities are also available, such as:

- Attendee Bag Sponsorship
- AM/PM Break Sponsorships
- Lanyard Sponsorship (**SOLD**)
- Lunch Sponsorship
- Hotel Key Card
- Exhibit Hall Reception Sponsorship
- Registration Sponsorship
- Webcast Sponsorship

Please print your Company name exactly as it should appear in all marketing and promotional materials for the event:

\_\_\_\_\_

Product to be displayed in booth space (if any):

\_\_\_\_\_

### PRIMARY CONTACT INFORMATION

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### BILLING INFORMATION

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### SPONSOR & EXHIBITOR SELECTIONS

#### SPONSOR PACKAGES

Conference \_\_\_\_\_

Sponsor Level \_\_\_\_\_

Price \$ \_\_\_\_\_

#### EXHIBIT BOOTHS

Square feet \_\_\_\_\_

@ \$ \_\_\_\_\_ per square foot

Exhibit fee \$ \_\_\_\_\_

#### TOTAL AMOUNT DUE:

\$ \_\_\_\_\_

#### Additional Marketing Opportunities

Advertisements

Pages \_\_\_\_\_ Price \$ \_\_\_\_\_

Bag Inserts

Number of pieces \_\_\_\_\_ Price \$ \_\_\_\_\_

#### PAYMENT INFORMATION

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor. Space is revocable until payment is accepted.

Cancellation Policy: We will refund (forgive) 75% of the total sponsor or exhibitor fee payable for cancellations received in writing 120 days before the first day of the conference. We will refund (forgive) 50% of the total sponsor or exhibitor fee payable for cancellations received in writing 60 days before the first day of the conference. We will refund (forgive) 25% of the total sponsor or exhibitor fee payable for cancellations received in writing 30 days before the first day of the conference.

After 30 days before the first day of the conference, no refunds will be made and all fees are due and payable. In the unlikely event of cancellation of the conference, the liability of O'Reilly Media, Inc. is limited to the amount of fees paid

#### PAYMENT TYPE

Company check (Please make check payable to O'Reilly Media, Inc.)

Visa     MasterCard     American Express

Account number \_\_\_\_\_ Exp. date \_\_\_\_\_

Print cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Purchase Order    P.O. Number (required if payment is not submitted with application): \_\_\_\_\_

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

## COMPANY LOGO AND INFORMATION

Please submit a company logo and company/product description: Sponsors, see sponsorship details for number of words; Exhibitors submit a 50-word description. O'Reilly Media, Inc. ("O'Reilly") is authorized to make use of this information for the conference program, related marketing material, and website. Company description and logo should be submitted via email to [sponsorships@oreilly.com](mailto:sponsorships@oreilly.com) and should comply with one of the following print specs: 1. Adobe Illustrator or Freehand eps file, (vector file) with fonts outlined (this is very important: O'Reilly is not responsible for providing fonts for printing sponsor-submitted logos.) OR 2. 300 ppi Photoshop TIFF, EPS or JPEG file of your non-animated logo. The web logo will appear on a white background.

## CONTRACT SIGNATURES

Agreed: Sponsor/Exhibitor is bound to this contract. I have read and agree to all the terms and conditions of the Sponsor and Exhibitor Application and Contract, including the Participation Agreement. I warrant that I am authorized to sign on behalf of the Sponsor/Exhibitor listed above and that all information I have provided is complete and accurate.

Sponsor	Title	Date
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Upon receipt of this signed contract and full payment, O'Reilly will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly Media, Inc.	Date
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Please sign and return this contract with your payment to:

Attn: O'Reilly Conference Sponsorships, O'Reilly Media, Inc. 1005 Gravenstein Highway North, Sebastopol, CA 95472 Telephone: 707-827-7000 Fax: 707-829-0104

## PARTICIPATION AGREEMENT

Terms and Conditions for Company participation in the \_\_\_\_\_ (event) taking place \_\_\_\_\_ (date).

**ASSIGNMENT OF SPACE:** O'Reilly shall assign the booth, display and/or tabletop space as agreed to under this Contract for the period of the display and such assignment will generally be made no later than four weeks before the event. Location assignments will be on a first-come, first-served basis, may be modified by O'Reilly due to changes in event layout, venue or other factors, and will be made solely at the discretion of O'Reilly.

**USE OF SPACE:** Company is allowed to distribute literature, run demonstrations, and sell products, limited to items other than books, within the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with O'Reilly's schedule. O'Reilly may refuse permission to exhibit any products or services O'Reilly deems objectionable or unsuitable for the event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of O'Reilly, which O'Reilly may grant or withhold at its sole discretion. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives.

**COMPANY EVENTS:** Company shall not schedule or sponsor any event in connection with the conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in O'Reilly's conference schedule.

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither O'Reilly, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the conference. The Company hereby indemnifies, and shall defend, and protect O'Reilly and hold O'Reilly, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstance will O'Reilly, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall O'Reilly's liability, under any circumstance, exceed the amount actually paid to it by the Company. O'Reilly makes no representations or warranties regarding the number or identity of persons who will attend the conference.

**OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the conference and this agreement.

**CANCELLATION OR TERMINATION BY O'REILLY:** If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, O'Reilly shall determine that the conference or any part may not be held, O'Reilly may cancel the conference or any part thereof. In that event, O'Reilly shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by O'Reilly.

**CANCELLATION BY COMPANY:** All payments made to O'Reilly or agreed under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by O'Reilly and O'Reilly's lost or deferred opportunity to provide space and/or sponsorship opportunities to others, except to the extent of timely sponsor cancellation refunds as set forth above.

**COMPANY CONDUCT:** Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. O'Reilly reserves the right to eject from the conference any Company or Company representative violating those standards.

**AGREEMENT TO TERMS, CONDITIONS AND RULES:** Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by O'Reilly from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the Company and O'Reilly concerning the subject matter of this application. O'Reilly does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by O'Reilly. The rights of O'Reilly under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of O'Reilly. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding consent to assignment.